

Q Guild

Minutes of the Eastern & Southern Region's joint meeting
held on the 29th October 2012 commencing 11.45-12.00 noon

Venue: Mountnessing Village Hall, Roman Road, Mountnessing,
Essex, CM15 0JU

(Christmas Lunch 12.00 - 1.15 pm)



Present

Eastern Region

Julie Henshaw - Chairman
Edward Byford Vice Chairman/Secretary
Andrew Edmonds
Duncan Hepburn
Howell Jenkins

Southern Region

Peter Heanen - Acting Chairman
Graham Hall
Richard Latimer (Lidgates)
Chris Godfrey
Gary Chadwick

Corporate Members

Ron Coleman (Imoon Lighting), Eric Dodd (Windsor Food Machinery), Colin & Jean Taylor (MacDuff), Emma Fox (Copas Turkeys), Chris Kelly & Chantal Absolom (Avery Berkel), Kate Wood (John Penny & Sons), Anna Longthorp (Anna's Happy Trotters), Charlotte Keattch (Dalziel Ltd), Ken Hale & Gary Shortland (BARO Lighting).

Guests

Robert Munt
Gordon Hepburn

MINUTES

1. Welcome

2. Apologies

Apologies for absence were received from Keith & Linda Mulford, Andrew Belcher, Chi Johnson, Robert Byford, John Harding, Tom Newitt, Ian Hepburn, Stuart Barker, Chris Barkaway, Steve Derrick, Kobus Swart, David Smith, Danny Lidgate.

3. Approval of Pervious Minutes (10th September 2012)

These were approved by those present, no matters arising

4. Correspondence

Gordon & Maureen Hepburn used the voucher we presented to them last January for Gordon's retirement/80th birthday. They had a weekend at the Warner's House at Holme Lacy

5. Corporate Members

5a. David Whittingham: Advanced Air Hygiene DW explained how his refrigerator base unit which produces an Ultra Violet Light extends meat life/quality, it reduces bacteria, mould and stickiness on the surface of beef, pork and lamb. During his research he has proven that having the fridge set at a temperature of between 3 & 4 degrees centigrade is ideal.

5b. Gary Shortland & Ken Hale: BARO Lighting GS & KH explained the advances in LED lighting and its benefits. For example a 31 watt LED light bulb is equivalent to a 100 watt standard bulb but far cheaper to run. They demonstrated their new LED spot light (costing approximately £250 -£300 per unit) maintenance free with an expected life of 50,000 hours. It does not generate any heat or UV light and again much cheaper to run.

5c. Kate Wood, John Penny & Sons: KW told us that this family run business of livestock farmers (beef & lamb) and slaughters have been established for over 100 years. Not dealing with any supermarkets, their turnover for the week ending 19th October 2012 was 284 cattle, 1600 pigs and 806 lambs. They are looking at the feasibility of delivering further south from their premises in Leeds. K.W is also involved in the "Meat Crusade" promoting the value of meat in a balanced diet etc. www.themeatcrusade.co.uk

5d. Emma Fox, Copas Turkeys: EF spoke about how Copas Traditional Turkeys Ltd who are assisting butchers in promoting turkeys. A poster “Butchers Knows Best” An offer to Copas butcher customers of a free turkey which they can cook and offer samples to shop customers to taste. Excellent leaflets to hand out to customers which explain clearly the difference of a typical supermarket turkey and a traditional farm reared/hung turkey. Copas also have an extensive range of branded accompaniments for butchers to retail.

5e. Eric Dodd, Windsor Food Machinery: Eric brought with him a Henkelman Vacuum Packer – table top Boxer 52. It has a 3 year warranty and a “soft air” feature for packing delicate items. Cost £1999.00.

5f. Charlotte Keattch, Dalziel Ltd: CK (assisted in advance by David Smith) explained about creating extra sales at Christmas by adding tasty marinades to roast vegetables (as supplied for our lunch) POTATOES-coated in Verstegen World grill sea salt and lampong pepper with garlic, shallot and seaweed grinder on top. COURGETTES – coated in Verstegen World grill Mediterranean. AUBERGINES and RED ONIONS – coated in Verstegen World Grill Mediterranean MIXED PEPPERS – World Grill Mediterranean CARROTS – Verstegen World Grill sea salt and lampong pepper with garlic, shallot and seaweed grinder on top PARSNIPS world grill sea salt and lampong pepper with wild mushroom grinder on top.

STUFFINGS - Stuffings’ used with today’s meal-sage & Onion and cranberry & rosemary. They were mixed with minced pork at a ratio of 1kg dry stuffing, 1kg water, 1kg minced pork. Sausage meat may be used in place of plain pork to add more depth of flavour.

5f. Anna Longthorp, Annas Happy Trotters: AL gave a brief history of the farm. She specialises in free range pork, with the gilts reserved for her butcher customers and the boars going to Waitrose. She has a butchery facility on the farm too.

5g. Chris Kelly & Chantal Absolom, Avery Berkel: CK & CA spoke about all the management function of their scale, options, catering orders, stock control, consolidating orders, various sales reports, and more

5h. Ron Coleman - Imoon Lighting (UK) Ltd: RC Told us about the various lighting options and stressed the importance of having the correct type and level of lighting. He said that he is happy to visit members to advise them on the most effective and economic level of lighting for their premises. He can offer a service of supply only or supply and fix.

5i. Colin Taylor, Macduff Scottish beef & lamb CT reaffirmed his position as an agent for MacDuff, he said that they had experienced some problems with beef being too lean, however, this situation is now being resolved.

6. Christmas Planning 2012 – what’s new: Most of this item was focused on social networking/email as the most effective and best value.

Gary Chadwick mentioned how he is using this media :-
Mail Chimp, this is a company that distributes ‘volume’ emails to customers at a reasonable cost. Use social networking to promote new products. Gary’s daughter checks Twitter 3

times a day to ensure that it is monitored. A recent promotion on Facebook – 2 prime steaks for £10.00 produced a 40% increase in sales. OR code scanner to be added leaflets/other marketing material. SEO title to make sure your business is top of the website list on the internet.

Chris Godfrey stressed the importance of collating as many email addresses of your customers as possible, to be used for marketing purposes, sending out recipes and news.

Charlotte Keattch: Informed us that all media should be linked.

Peter Heanen: Acknowledged the need to try to get new customers. However, felt the priority should be giving existing customers the best possible service and by doing this more likely to build the business upon recommendation.

Other members did contribute to this discussion too, with most points covered in the above paragraphs.

7. Executive Council Report:

JH report from Executive Meeting 25th September 2012

Souter PR activity for the Q Guild: 1. Building the Q Guild Brand, communicating with food writers to encourage them to feature Q Guild butchers in articles – emphasize the benefits of shopping at Q shops. Using Facebook for promoting the Q Guild

Smithfield Awards: 10 journalists have been invited. The Diamond Award finalists' products will be cooked off and judged on day.

Q Guild TV "You Tube" 8 x 3 minutes films of members shops have been shown, these can be seen by up to 8 million people.

Member's comments: on what is important to them

1. To be featured in consumer magazines.
2. Re-introduce Countryside Uncovered
3. Re-introduce Q Calendars.
4. A members' website - bank of ideas.
5. E. Format recipe cards

7a Potential new members list:

JH Read out the list of butchers. Members attending did not object to any on the list. (Ian & Duncan) have already had the potential new member from Shenfield, removed from the list.

8. Any other competent business

Howell Jenkins bought to the meeting a couple of new pastry products

1. Large cheese straws – before cooking twist the pastry to make it look more attractive
2. Ham & cheese twist – method – lay out a strip of puff pastry 18x3 cm approx, top with grated cheese & off cuts of ham, lay a similar size piece of pastry on the top – twist- then bake off. When cold, display by building a tower of them

JH Use bacon 'off cuts' to make brawn or pork terrine

Christmas Lunch

Our thanks go to Corporate Members for their sponsorship
Dalziel's Ltd, Lucas Ingredients, John Penny & Sons & Copas Turkeys

DATE OF NEXT MEETING 21ST JANUARY 2013 - Venue to be confirmed